

Introduction

This document is a summary and sample of content found in the MTAM Member Portal.

The Accessibility Act for Manitobans

Nearly every Manitoban has a disability, knows someone with a disability, or will have a disability in the coming years.

The Accessibility for Manitobans Act was created to improve accessibility for people with disabilities. This law affects all people, including Manitoba businesses and non-profit organizations that employ at least one person.

From the sole proprietor RMT working from a home-based business to the independent contractor or clinic owner working in a multi-disciplinary practice, all businesses should have a policy in place to ensure that they are in compliance with the standards of the Act as they are implemented.

The MTAM Board and office staff have made a commitment to complete Accessibility learning modules, stay up to date with and implement the current standards at MTAM.

- The [Manitoba Accessibility Office](#) is the number one source for current information on each of the 5 Standards. Businesses including healthcare services can access [additional resources here](#).
- If you have any questions or would like more information, please contact the Disabilities Issues Office (DIO). The DIO can be reached by email at dio@gov.mb.ca or by calling (204) 945-7613 or toll-free at 1-800-282-8069 (Ext. 7613).
- You are encouraged to complete the learning modules in their online learning portal at [AMALearningMB.ca](#). Each module has been approved for education credits for MTAM members.
- This page of the MTAM website will be updated as needed to provide RMT specific information and resources to help members comply with the Accessibility for Manitobans Act.

The 5 Standards associated with the Act:

1. Accessible Customer Service Standard
2. Accessible Employment Standard
3. Information and Communications Accessibility Standard
4. Accessible Built Environment Standard
5. Accessible Transportation Standard

1. Accessible Customer Service Standard

Nearly one out of every four Manitobans face challenges with accessibility.

Offer improved customer service that complies with The Accessibility for Manitobans Act. Your organization is required to address any barriers that may prevent customers from receiving your goods or services.

This Standard came into effect on November 1, 2018.

- [Click here for resources.](#)
- [Accessible Customer Service Standard Learning Module](#)

2. Accessible Employment Standard

The Accessible Employment Standard requires all employers to have measures, policies and practices to provide reasonable accommodations for employees and applicants.

This standard requires employers to consider reasonable accommodations at various stages of employment, as it applies to their organization. This includes recruitment, offer of employment, on the job, return to work and training.

This Standard came into effect on May 1, 2020.

- [Click here for resources.](#)
- [Online Learning Portal – Accessibility Standard for Employment Learning Module](#)
- [Accessibility in the Workplace: Good for Everyone, Law in Manitoba Video](#)

3. Information and Communications Accessibility Standard

The Accessible Information and Communication Standard is the third standard for organizations and all Manitobans to consider the ways in which people interact with or access information they provide (including digitally), to develop measures, policies and practices and to provide barrier-free information and communication.

This Standard came into effect on May 1, 2025, for the private sector and non-profit organizations, and small municipalities.

- [Click here for resources.](#)
- [Accessible Information and Communication Standard Learning Module](#)

General FAQs

Q. Does the Accessibility for Manitobans Act apply to my practice as a massage therapist?

A. Yes. The Act applies to public, private and non-profit organizations in all work settings (i.e., massage therapy clinics, home-based or mobile practices, solo practitioners).

Q. How does this affect me as a member of the public?

A. As a member of the public if you have a disability, you should expect that the massage therapy organization / place of business you attend has met the applicable Standards within the Act.

ACCESSIBILITY RESOURCES

*Massage Therapy
Association of Manitoba*

Resource

Q. Is there a sample plan my business can use?

A. Yes. MTAM has created a sample plan/policy available exclusively to MTAM members and available in the members-only section of the MTAM website.

Q. Are there resources to help create an accessibility plan?

A. Sample plans and other resources can be found on the [Manitoba Accessibility Office Website](#).

Q. How is compliance monitored and what happens if my business is found to be not in compliance with any of the Accessibility Standards currently in effect?

A. Organizations may be selected for compliance period actions, based on:

- random selection
- targeted, sector-specific selection
- substantiated concerns about an organization
- information provided by partner government departments and bodies that work under complementary legislative and regulatory frameworks, or
- an organization's non-response to requests about their compliance status

If an organization is found to be not complying at any step in the process, and if educating does not lead to compliance, the organization will be escalated to the next step in the compliance framework. Unlike the Human Rights Code (Manitoba), the AMA is not complaints-based legislation. As such, the Accessibility Compliance Secretariat does not investigate or mediate individual complaints. Feedback from members of the public, is systematically tracked to identify trends that inform compliance activities (e.g., reviews and inspections), as well as awareness raising initiatives.

A business can receive a fine if the concern is not addressed and/or if further violations occur. The maximum fine is \$250,000. Fines are used as a last resort.

Q. Who do I contact if I have more questions?

A. For more information contact the [Accessibility Office](#) or the Disability Issues Office directly at (204) 945-7613. For more free on-line resources and information about Manitoba's accessibility legislation, visit [Accessibility Manitoba](#).

Accessible Communication FAQs

Q. How can I update my clinic documents and communications to make them more accessible?

A. There are several ways to improve the accessibility of your clinic forms and other types of client communication material:

- Use electronic or digital documents which are formatted to be accessible for use with a screen reader
- Writing in plain language
- Using captioning or audio description on video content
- Reading the written information aloud to the person directly
- Consult with the person making the request to identify a support or format that removes the barrier and provide it in a timely manner – ask what is needed!
- Not charging the person making a request more than what would be charged to someone who didn't make a request

Q. What are some tips for making documents, website, and social media content more accessible?

A. There are many ways to improve the format of your printed and digital communication:

- Run the Accessibility Checker on Word documents and have Word versions available for easy changes
- Add headings to help with document navigation
- Write in plain language
- Include the access offer statement on documents and websites, such as “This information is available in alternate formats on request.” Also make sure to include how someone can obtain the alternative format
- Use at least 12pt font size
- Use sans serif fonts (e.g., Verdana, Arial, Tahoma, Calibri, and Helvetica)
- Align content to the left – avoid “justify” and use “centre” sparingly
- Avoid all caps and italics; also, bold can be helpful when used sparingly to add emphasis
- Apply a high contrast background, such as black text on white background
- Create “alt tags” or alternate text, which are descriptions of images for people who use screen readers.